

Remarks/Arguments

Reconsideration of the rejections set forth in the Office Action dated May 27, 2009 is respectfully requested. The Examiner has rejected claims 1-22. In response to the Office Action, claim 9 has been canceled and claims 1, 2, 10, 12, 14, 18 and 21 have been amended without prejudice to more particularly and distinctly set forth the patentable subject matter of the present invention. Accordingly, claims 1-8, 10-22 are pending in the subject application.

I. §103 Rejections based on Shelton and Erturk

The Examiner rejected claims 1-3, 18-19 as allegedly being unpatentable over U.S. Patent No. 6,847,940 (“Shelton”) in view of U.S. Patent No. 6,135,776 (“Erturk”). The Examiner rejected claims 4-11 and 20-22 as being obvious in view of the combination of Shelton and other references. Applicant respectfully disagrees.

First, Shelton teaches a **virtual** tradeshow for the healthcare industry (i.e., one to be hosted online via the Internet). Col. 5, lines 64-67; Col. 6, lines 44-48. As such, Shelton cannot be properly combined with other references that teach **physical** distribution tools. Since a Shelton tradeshow is conducted in a virtual world, Shelton teaches away from “providing a computer at the tradeshow” as recited in claim 6 or distributing the database on a Compact Disk as recited in claim 2, and cannot be combined with other references to render these claims obvious. Accordingly, there is no motivation to combine Shelton’s teachings with those of Schnase (USP 6,078,928) and Erturk (USP 6,135,776). Applicant has previously presented the above and the Examiner has acknowledged such remarks from the Applicant. However, the Examiner never responded to Applicant’s arguments.

More importantly, the independent claims have been amended to recite “a searchable electronic database viewable via a computer program capable of performing a

text search.” Support for the amendment can be found, for example, on page 3, line 25 to page 4, line 5 of the subject application. No new matter has been added. The current amendment further clarifies the type of searchable database taught in the subject application.

The Examiner admitted on page 4, lines 1-2 of the Office Action dated November 13, 2007 that “Shelton et al. do not teach wherein the database is a searchable database . . .” and attempted to combine the teachings of Erturk to provide a searchable database on CD-ROM. As explained above, however, Erturk cannot be properly combined with Shelton. A physical CD-ROM simply cannot be distributed at a virtual tradeshow. Even if Shelton can be properly combined with Erturk, such combination does not teach the specific searchable database envisioned in the subject invention.

Moreover, Shelton teaches distributing selected contents of its databases to **prescreened attendees** for fear that certain medical product samples may fall into the wrong hands. *See* Col. 2, lines 66-67 (“Necessary security measures will be taken to protect proprietary information”); Col. 7, lines 29-33 (“ . . . verification and authorization procedures are provided whenever and wherever necessary. For example, manufacturers will wish to block certain healthcare professionals who are not appropriately licensed for receiving samples as shown in FIG. 2.”). In contrast, the instant invention teaches a public database wherein the entire database is disseminated regardless of who the recipient might be – the amended claims recite “distributing the searchable database in an electronic medium to **any** inquiring tradeshow attendee.” Again, Applicant has previously presented the above argument, but the Examiner never provided any direct response. Instead, the Examiner merely stated that claim 1 was “very broad,” which cannot be a proper reason for rejection.

II. §103 Rejections based on Schnase and Erturk

The Examiner rejected claims 1-3, 6-8, 11-15, 18-19 as allegedly being unpatentable over U.S. Patent No. 6,078,928 (“Schnase”) in view of U.S. Patent No. 6,135,776 (“Erturk”). The Examiner rejected claims 4, 9-10, 16-17 and 20-22 as being obvious in view of the combination of Schnase and other references. Applicant respectfully disagrees.

Schnase teaches an electronic indexing system (i.e., an electronic catalog) for facilities such as botanical gardens, parks, zoos, and other similar establishments. The purpose of such a system is to create a personalized profile of a visitor such that the visitor may use it for his first and all subsequent visits to a particular facility. A visitor is allowed to select a particular indexed exhibit of interest and record such index on a portable information storage device designed for that particular visitor. See col. 3, line 39 to col. 4, line 36 as cited by the Examiner.

Schnase does not teach a text-searchable database. By using an index system, Schnase’s system is clearly intended for facilities with much fewer exhibits than what is envisioned in the subject invention. A typical tradeshow may host thousands of exhibits. Indexing thousands of exhibits at a tradeshow is both impractical and unusable. A more suitable search system for a tradeshow database is one that utilizes text searches. One may better find an exhibit of interest by searching words relevant to such interest. On the other hand, a usable index list is necessarily short, most likely not more than 2-3 pages. A word search capability for such a database is unnecessary as all exhibits can be quickly located from the index pages. Accordingly, Schnase’s system inherently teaches away from using text-search software. Therefore, Schnase not only does not teach a text-searchable database, but it cannot be properly combined with other references that teach databases having text-searchable capabilities. Furthermore, Erturk does not teach searching a database using text-search engines. As such, combining the teachings of Schnase and Erturk would not result in a database taught by the subject invention.

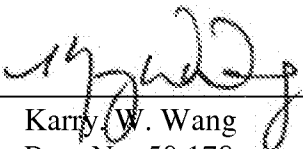
Accordingly, Applicant respectfully submits that all rejections have been traversed. Thus, Applicant respectfully submits that the pending claims are in condition for allowance. A notice to that effect is earnestly solicited.

If the Examiner has any questions regarding the foregoing, or if the Examiner believes that an interview would facilitate the examination of this application, or if any additional information is required, the Examiner is invited to telephone the undersigned at the number provided below.

Respectfully submitted,

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